

COLOR & UPHOLSTERY BOOK

**COLOR &
UPHOLSTERY
BOOK 1969**



1969 AMERICAN MOTORS INTERIOR COLORS



WHEEL COVERS

Wheel discs are standard on Ambassador DPL and Ambassador SST. "Mag"-Styled wheel covers are standard on Javelin SST and AMX. Wheel discs are optional on all other models and Turbo-Cast and Wire Wheel covers are optional on all but Rambler models.

CENTER ARMREST AND CUSHION

Front center armrests and sub-cushions for the front seat are standard with bucket seats on Rebel SST and Ambassador SST except when ordered with console mounted Shift-Command where the console replaces the sub-cushion. This item is also available optionally for Javelin and AMX (except with console mounted Shift-Command.)

STRIPES

Body paint stripes are standard on Javelin and Javelin SST. On Javelin models, side rally stripes are optional and replace standard paint stripe. On AMX with "Go" Package, racing stripes (over-the-top) are standard in a choice of five colors. Body paint stripes are also available optionally for Rebel and all Ambassador models (except the SST Station Wagon).

HEAD RESTRAINTS

Standard on all models in matching seat trim.

Because of American Motors Corporation's policy of continuing progress to improve our products, all information and specifications are subject to change without notice.

MODEL		SEAT UPHOLSTERY	DOOR PANELS	INSTRUMENT PANEL	FLOOR†	HEADLINING
AMX	931	CHARCOAL	CHARCOAL	CHARCOAL MET.	BLACK	CHARCOAL
	932	PLATINUM	PLATINUM	CHARCOAL MET.	BLACK	CHARCOAL
	935	RED	RED	RED	RED	RED
	936	SADDLE	SADDLE	BROWN MET.	BROWN	SADDLE
JAVELIN	961	CHARCOAL	CHARCOAL	CHARCOAL MET.	BLACK	CHARCOAL
	968	PARCHMENT	PARCHMENT	CHARCOAL MET.	BLACK	CHARCOAL
JAVELIN SST	961	CHARCOAL	CHARCOAL	CHARCOAL MET.	BLACK	CHARCOAL
	962	PLATINUM	PLATINUM	CHARCOAL MET.	BLACK	CHARCOAL
	963	BLUE	BLUE	MED. BLUE MET.	MED. BLUE	BLUE
	965	RED	RED	RED	RED	RED
	966	BEIGE	BEIGE	BROWN MET.	BROWN	SADDLE
RAMBLER	923	BLUE	BLUE	MED. BLUE MET.	BLACK	PARCHMENT
	928	PARCHMENT	PARCHMENT	CHARCOAL MET.	BLACK	PARCHMENT
RAMBLER 440	941	CHARCOAL	CHARCOAL	CHARCOAL MET.	BLACK	PARCHMENT
	943	BLUE	BLUE	MED. BLUE MET.	MED. BLUE	PARCHMENT
	944	GREEN	GREEN	MED. GREEN MET.	MED. GREEN	PARCHMENT
	945	RED	RED	RED	RED	PARCHMENT
RAMBLER ROGUE	941	CHARCOAL	CHARCOAL	CHARCOAL MET.	BLACK	PARCHMENT
	943	BLUE	BLUE	MED. BLUE MET.	MED. BLUE	PARCHMENT
	944	GREEN	GREEN	MED. GREEN MET.	MED. GREEN	PARCHMENT
	945	RED	RED	RED	RED	PARCHMENT
REBEL	951	CHARCOAL	CHARCOAL	CHARCOAL MET.	BLACK	PLATINUM
	953	BLUE	BLUE	MED. BLUE MET.	BLUE	MED. BLUE
	956	BEIGE OR BROWN	BEIGE	BROWN MET.	BROWN	BEIGE
	957	AVOCADO	AVOCADO	MED. AVOCADO MET.	MED. AVOCADO	MED. AVOCADO
REBEL SST	972	PLATINUM	PLATINUM	CHARCOAL MET.	BLACK	PLATINUM
	973	BLUE	BLUE	MED. BLUE MET.	MED. BLUE	MED. BLUE
	975	RED	RED	RED	RED	RED
	976	BROWN OR BEIGE	BROWN OR BEIGE	BROWN MET.	BROWN	BEIGE
	977	AVOCADO	AVOCADO	MED. AVOCADO MET.	MED. AVOCADO	MED. AVOCADO
	979	YELLOW	YELLOW	MED. AVOCADO MET.	MED. AVOCADO	MED. AVOCADO
	981	CHARCOAL	CHARCOAL	CHARCOAL MET.	BLACK	PLATINUM
AMBASSADOR	983	BLUE	BLUE	MED. BLUE MET.	MED. BLUE	MED. BLUE
	986	BROWN OR BEIGE	BROWN	BROWN MET.	BROWN	BEIGE
	987	AVOCADO	AVOCADO	MED. AVOCADO MET.	MED. AVOCADO	MED. AVOCADO
	991	CHARCOAL	CHARCOAL	CHARCOAL MET.	CHARCOAL	PLATINUM
AMBASSADOR DPL	993	BLUE	MED. BLUE	MED. BLUE MET.	MED. BLUE	MED. BLUE
	995	RED	RED	RED	RED	RED
	996	BROWN OR BEIGE	BROWN OR BEIGE	BROWN MET.	BROWN	BEIGE
	997	AVOCADO	AVOCADO	MED. AVOCADO MET.	MED. AVOCADO	MED. AVOCADO
AMBASSADOR SST	991	CHARCOAL	CHARCOAL MET.	CHARCOAL MET.	BLACK	PLATINUM
	992	PLATINUM*	PLATINUM MET.*	CHARCOAL MET.	BLACK	PLATINUM
	993	BLUE*	BLUE	MED. BLUE MET.	MED. BLUE	MED. BLUE
	995	RED	RED	RED	RED	RED
	996	BEIGE OR BROWN	BEIGE	BROWN MET.	BROWN	BEIGE
	997	AVOCADO	AVOCADO	MED. AVOCADO MET.	MED. AVOCADO	MED. AVOCADO
	999	YELLOW	YELLOW	MED. AVOCADO MET.	MED. AVOCADO	MED. AVOCADO

NOTE: *Custom-Platinum or Blue Velour

†Cut-Pile Wall-To-Wall carpeting on all Models, except Rambler and Rebel use rubber floor covering as standard.

1969



The selection of an appropriate color and fabric is simplified in the design and arrangement of this book. Each two page spread beginning with AMX and continuing through Ambassador SST, lists all the seat, trim and color availabilities.

TURN TO PAGE SPREAD FOR MODEL DESIRED, OPEN UP EXTERIOR COLOR SAMPLES ABOVE... (SOLID ON LEFT, 2-TONE ON RIGHT)



AVAILABILITY CHART FOR SELECTING BODY COLOR, UPHOLSTERY & SEAT TYPE

CARS PICTURED IN THIS BOOK MAY BE SHOWN WITH OPTIONAL ITEMS WHICH ARE AVAILABLE AT EXTRA COST.



1969

A.M.X.

SEAT, TRIM and COLOR AVAILABILITY

		SERIES		"AMX" (Std.)		"AMX" (Opt.)	
		TRIM		VINYL "VENTILAIR"		LEATHER	
		TRIM COLOR		CHARCOAL	PLATINUM	RED	SADDLE
				CHARCOAL	PLATINUM	RED	SADDLE
MODELS	SEAT TYPES AVAILABLE	"T" CODES		931	932	935	936
SPORT COUPE	BUCKET SEAT—RECLINING BACK (Std.)	†		F	F	F	F
		RACING STRIPES**					
		BLACK	WHITE	RED	BLUE Metallic	SILVER Metallic	
14 SOLID COLORS—STANDARD	MATADOR RED	39	•	•	•	•	•
	CASTILLIAN GRAY, Metallic (Medium)	63	•	•	•	•	•
	BEALE ST. BLUE, Metallic (Medium)	64	•	•	•	•	•
	REGATTA BLUE, Metallic (Dark)	65	•	•	•	•	•
	ALAMOSA AGUA, Metallic (Medium)	68	•	•	•	•	•
	HUNTER GREEN, Metallic (Dark)	71	•	•	•	•	•
	FROST WHITE	72	•	•	•	•	•
	WILLOW GREEN, Metallic (Medium)	75	•	•	•	•	•
	POMPEII YELLOW	76	•	•	•	•	•
	BUTTERNUT BEIGE, Metallic (Medium)	77	•	•	•	•	•
	BITTERSWEET ORANGE, Metallic	79	•	•	•	•	•
	*BIG BAD ORANGE	3	•	•	•	•	•
	*BIG BAD BLUE	2	•	•	•	•	•
	*BIG BAD GREEN	4	•	•	•	•	•

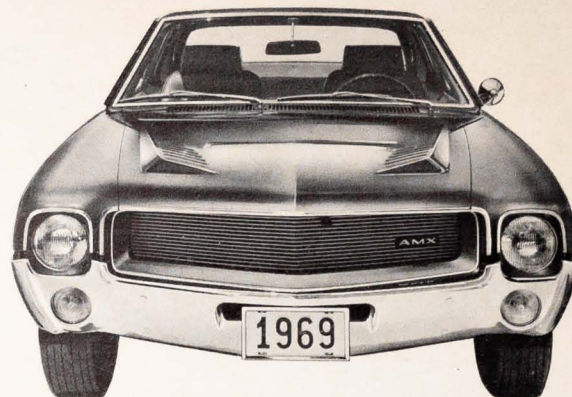
*Optional **Stripes are available only in optional performance "GO" packages.

†Letter codes identify fabric with seat type.

AMX
(6939-7)



Shown with over-the-top racing stripe which is included in optional performance "go" package.



AMX

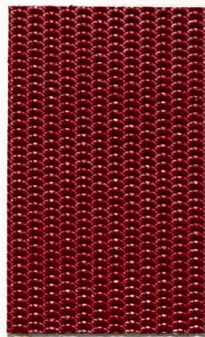
**STANDARD VINYL
"VENTILAIR" BREATHABLE**



931-F
CHARCOAL



932-F
PLATINUM

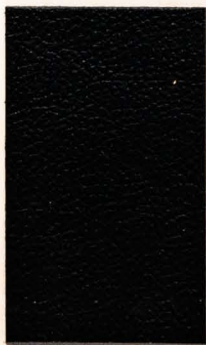


935-F
RED



936-F
SADDLE

OPTIONAL GENUINE LEATHER

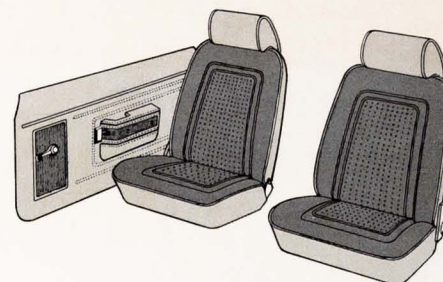


931-L
CHARCOAL

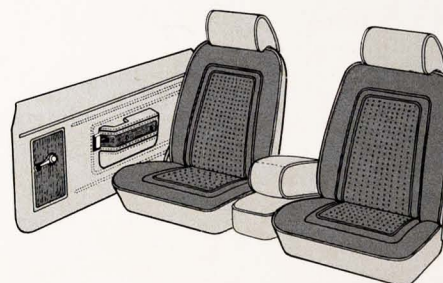


936-L
SADDLE

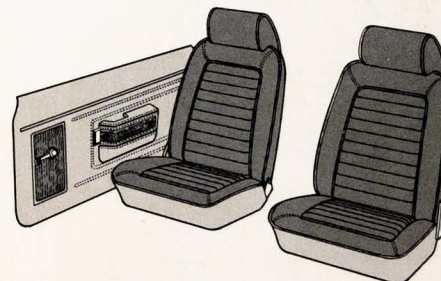
On certain models, some of the above colors, in either cloth or vinyl, may be available only with optional seats. See the chart on the preceding page, for this information and for the explanation of the above alphabetical code.



Standard Reclining Bucket Seats



**Optional Center Armrest and Cushion
(available with 4-Speed Transmission only)**



**Optional Genuine Leather Upholstery
(All darker areas of the seat are upholstered in leather)**

1969 JAVELIN SEAT, TRIM AND COLOR AVAILABILITY Revised		SERIES		"JAVELIN SST"												
		TRIM		CLOTH "GLENGARRY"				VINYL "VENTILAIR"								
		TRIM COLOR		CHARCOAL	PARCHMENT	CHARCOAL	PLATINUM	BLUE	RED	BEIGE	CHARCOAL	PLATINUM	BLUE	RED	BEIGE	
MODELS	SEAT TYPES AVAILABLE	"T" CODES		961	968	961	962	963	965	966	961	962	963	965	966	
2 DR. HARDTOP	BUCKET SEAT—NON-RECLINING BACK (Std.)	†		J	J											
2 DR. SST-HT	BUCKET SEAT—RECLINING BACK (Std.)					E	E	E	E	E	F	F	F	F	F	
EXTERIOR COLORS		BODY COLOR	WHEEL COLOR	**RECOMMENDED "C" TYPE RALLY STRIPES*			STD. PAINT STRIPE									
				BLACK	WHITE	RED										
14 SOLID COLORS—STANDARD	MATADOR RED	39	39	•	•		White	•	•	•	•	•	•	•	•	
	CASTILLIAN GRAY, Metallic (Medium)	63	80	•	•	•	Black	•	•	•	•	•	•	•	•	
	BEALE ST. BLUE, Metallic (Medium)	64	65	•	•		White	•	•	•	•	•	•	•	•	
	REGATTA BLUE, Metallic (Dark)	65	65	•	•		White	•	•	•	•	•	•	•	•	
	ALAMOSA AQUA, Metallic (Medium)	68	68	•	•		Black	•	•	•	•	•	•	•	•	
	HUNTER GREEN, Metallic (Dark)	71	71	•	•		White	•	•	•	•	•	•	•	•	
	FROST WHITE	72	80	•	•	•	Black	•	•	•	•	•	•	•	•	
	WILLOW GREEN, Metallic (Medium)	75	75	•	•		Black	•	•	•	•	•	•	•	•	
	POMPEII YELLOW	76	75	•	•		Black	•	•	•	•	•	•	•	•	
	BUTTERNUT BEIGE, Metallic (Medium)	77	78	•	•		Black	•	•	•	•	•	•	•	•	
	BITTERSWEET ORANGE, Metallic	79	79	•	•		Black	•	•	•	•	•	•	•	•	
	*BIG BAD ORANGE	3	3	•	•		Black	•	•	•	•	•	•	•	•	
	*BIG BAD BLUE	2	2	•	•		Black	•	•	•	•	•	•	•	•	
	*BIG BAD GREEN	4	4	•	•		Black	•	•	•	•	•	•	•	•	

†Letter codes identify fabric with seat type.
 *Optional
 **Recommended Rally Stripes are listed by stripe color and matching accent stripes below.
 Where Rally Stripes are used paint stripes are omitted.

OPTIONAL "LEVANT" GRAIN VINYL COVERED ROOF
 •BLACK OR WHITE •BLACK, WHITE OR BLUE (MEDIUM) •BLACK ONLY

JAVELIN (6979-5)

JAVELIN SST (6979-7)

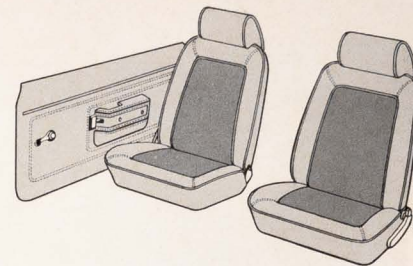


Optional Vinyl Covered Roof for
Javelin or for Javelin SST

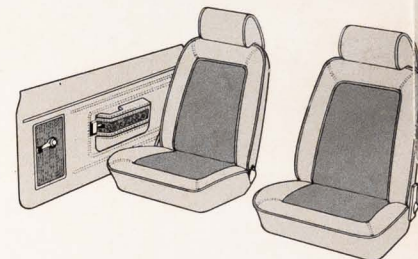
Black Hood Scoops— included in optional "Performance" "Go" Package



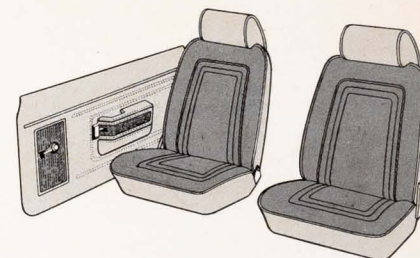
JAVELIN



Javelin Bucket Seat

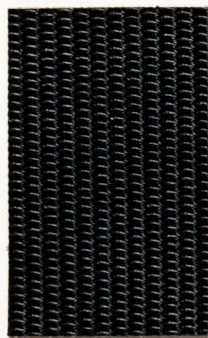


Javelin SST Reclining Bucket Seat-Cloth



Javelin SST Reclining Bucket Seat-Vinyl

STANDARD VINYL For JAVELIN SST Reclining Buckets "VENTILAIR" BREATHABLE VINYL



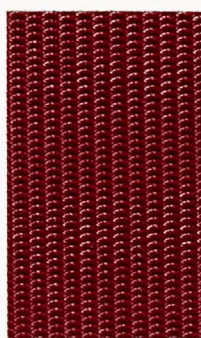
961-F
CHARCOAL



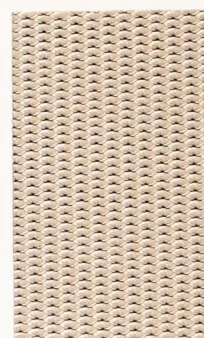
962-F
PLATINUM



963-F
BLUE



965-F
RED

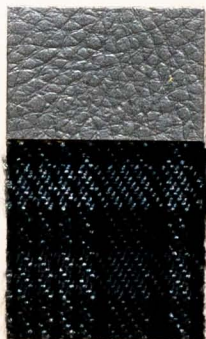


966-F
BEIGE

STANDARD FABRIC For JAVELIN SST Reclining Buckets "GLENGARRY" PATTERN with Vinyl Bolsters



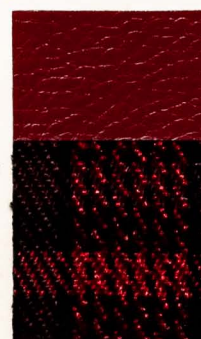
961-E
CHARCOAL



962-E
PLATINUM



963-E
BLUE



965-E
RED



966-E
BEIGE



961-J
CHARCOAL



968-J
PARCHMENT

STANDARD VINYL For JAVELIN Non-Reclining Buckets Embossed Vinyl Basket-Weave Pattern

1969 RAMBLER

SEAT, TRIM AND COLOR AVAILABILITY

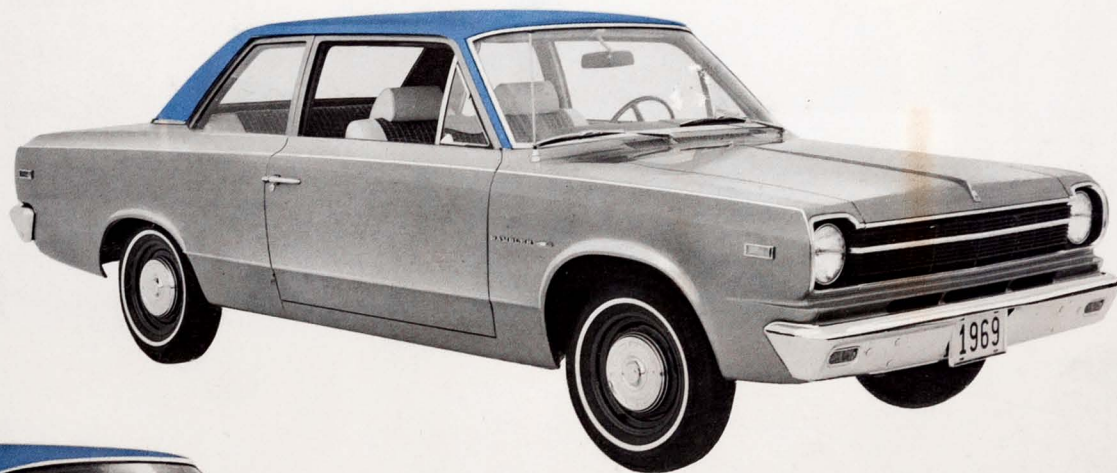
		SERIES	"RAMBLER"			
		TRIM	CLOTH (Std.)		VINYL (Opt.) "BASKETWEAVE"	
		TRIM COLOR	BLUE "MADISON"	PARCHMENT "MADISON" AFTER APPROX. NOV. 1, '68	GREY & WHITE "SARATOGA" UP TO APPROX. NOV. 1, '68	BLUE PARCHMENT
MODELS	SEAT TYPES AVAILABLE	"T" CODES	923	928	928	923
2 DOOR SEDAN	BENCH CUSHION—NON-RECLINING BACK (Std.)	†	A	A	A	B
	INDIVIDUAL CUSHION—INDIVIDUAL RECLINING BACK (Opt.)		C	C	C	D
4 DOOR SEDAN	BENCH CUSHION—NON-RECLINING BACK (Std.)		A	A	A	B
	INDIVIDUAL CUSHION—INDIVIDUAL RECLINING BACK (Opt.)		C	C	C	D
		EXTERIOR COLORS	BODY COLOR	WHEEL* COLOR		
6 SOLID COLORS— STANDARD		CASTILLIAN GRAY, Metallic (Medium)	63	80	•	•
		BEALE ST. BLUE, Metallic (Medium)	64	65	•	•
		SURF GREEN, Metallic (Medium)	70	71	•	•
		FROST WHITE	72	80	•	•
		BUTTERNUT BEIGE, Metallic (Medium)	77	78	•	•
		BLACK MINK, Metallic	80	80	•	•
6 NON-REVERSIBLE TWO-TONES— EXTRA COST OPTION		CASTILLIAN GRAY, Metallic (Medium)	63	80	•	•
		FROST WHITE	72	80	•	•
		CASTILLIAN GRAY, Metallic (Medium)	63	80	•	•
		BLACK MINK, Metallic	80	80	•	•
		BEALE ST. BLUE, Metallic (Medium)	64	65	•	•
		FROST WHITE	72	80	•	•
		SURF GREEN, Metallic (Medium)	70	71	•	•
		FROST WHITE	72	80	•	•
		BUTTERNUT BEIGE, Metallic (Medium)	77	78	•	•
		FROST WHITE	72	80	•	•
		BLACK MINK, Metallic	80	80	•	•
		FROST WHITE	72	80	•	•

*Wheel color matches body color on Canadian built cars.

†Letter codes identify fabric with seat type.

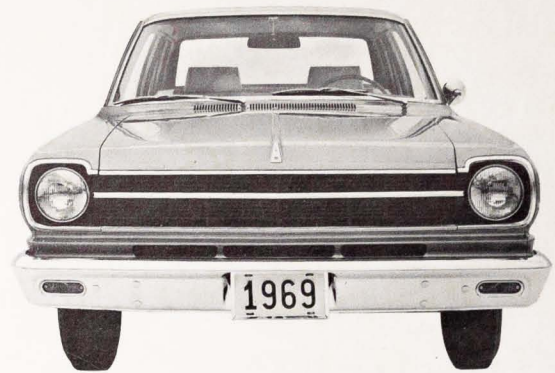
RAMBLER 2-DOOR SEDAN (6906)

Optional 2-Tone



RAMBLER 4-DOOR SEDAN (6905)

Optional 2-Tone



RAMBLER

**STANDARD CLOTH
"MADISON" PATTERN
with Vinyl Bolsters**



923-A or 923-C
BLUE



928-A or 928-C
PARCHMENT

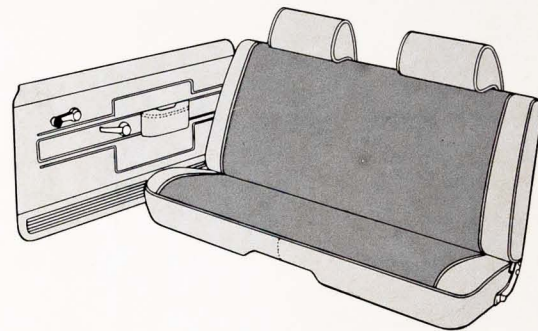
**OPTIONAL VINYL
"BASKET-WEAVE" PATTERN**



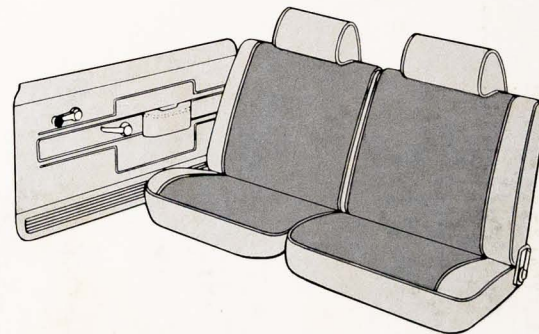
923-B or 923-D
BLUE



928-B or 928-D
PARCHMENT



Bench Seat



**Optional Individually
Adjustable Reclining Seat**

On certain models, some of the above colors, in either cloth or vinyl, may be available only with optional seats. See the chart on the preceding page, for this information and for the explanation of the above alphabetical code.

1969 RAMBLER 440

SEAT, TRIM AND COLOR AVAILABILITY

		SERIES	RAMBLER 440						
		TRIM	CLOTH (Std.) "BRIGADIER"			VINYL (Opt.) "BASKETWEAVE" (Std. on Wagon)			
		TRIM COLOR	CHARCOAL	BLUE	GREEN	CHARCOAL	BLUE	GREEN	RED
MODELS	SEAT TYPES AVAILABLE	"T" CODES	941	943	944	941	943	944	945
4 DOOR SEDAN	BENCH CUSHION—NON-RECLINING BACK (Std.)	†	A	A	A	B	B		B
	INDIVIDUAL CUSHION—INDIVIDUAL RECLINING BACK (Opt.)		C	C	C	D	D		D
4 DOOR ST. WAG.	BENCH CUSHION—NON-RECLINING BACK (Std.)					B	B	B	
	INDIVIDUAL CUSHION—INDIVIDUAL RECLINING BACK (Opt.)					D	D	D	
		EXTERIOR COLORS	BODY COLOR	WHEEL* COLOR					
11 SOLID COLORS— STANDARD		MATADOR RED	39	39	•		•		•
		ASCOT GRAY, (Light)	62	80		•	•		
		CASTILLIAN GRAY, Metallic, (Medium)	63	80	•		•		•
		BEALE ST. BLUE, Metallic (Medium)	64	65	•	•	•		
		REGATTA BLUE, Metallic (Dark)	65	65	•		•		
		ALAMOSA AQUA, Metallic (Medium)	68	68	•		•		
		SURF GREEN, Metallic (Medium)	70	71	•			•	
		FROST WHITE	72	80	•	•	•		•
		POMPEII YELLOW	76	75	•		•	•	
		BUTTERNUT BEIGE, Metallic (Medium)	77	78	•		•		
		BLACK MINK, Metallic	80	80	•		•	•	•
6 REVERSIBLE TWO-TONES E.C. OPTION		ASCOT GRAY (Light)	62	80	•		•		•
		CASTILLIAN GRAY, Metallic (Medium)	63	80	•	•	•		•
		BEALE ST. BLUE, Metallic (Medium)	64	65	•	•	•		
		REGATTA BLUE, Metallic (Dark)	65	65	•		•		
		FROST WHITE	80	80	•	•	•	•	•
16 NON-REVERSIBLE TWO-TONES EXTRA COST OPTION		BLACK MINK, Metallic	72	80	•		•	•	•
		MATADOR RED	39	39	•		•		•
		BLACK MINK, Metallic	80	80	•		•		•
		ASCOT GRAY (Light)	62	80	•	•	•		•
		BLACK MINK, Metallic	80	80	•		•		•
		CASTILLIAN GRAY, Metallic (Medium)	63	80	•		•		•
		FROST WHITE	72	80	•		•		•
		CASTILLIAN GRAY, Metallic (Medium)	63	80	•		•		•
		BLACK MINK, Metallic	80	80	•	•	•		•
		BEALE ST. BLUE, Metallic (Medium)	64	65	•	•	•		
		FROST WHITE	72	65	•		•		
		BEALE ST. BLUE, Metallic (Medium)	64	65	•	•	•		
		BLACK MINK, Metallic	80	65	•	•	•		
		REGATTA BLUE, Metallic (Dark)	65	65	•		•		
		ASCOT GRAY (Light)	62	65	•	•	•		
		REGATTA BLUE, Metallic (Dark)	65	65	•		•		
		BLACK MINK, Metallic	80	65	•	•	•		
		ALAMOSA AQUA, Metallic (Medium)	68	68	•		•		
		FROST WHITE	72	72	•		•		
		ALAMOSA AQUA, Metallic (Medium)	68	68	•		•		
		BLACK MINK, Metallic	80	68	•		•		
		SURF GREEN, Metallic (Medium)	70	71	•		•	•	
		FROST WHITE	72	71	•		•		
		SURF GREEN, Metallic (Medium)	70	71	•		•	•	
		BLACK MINK, Metallic	80	71	•		•		
		POMPEII YELLOW	76	75	•		•	•	
		FROST WHITE	72	75	•		•		
		POMPEII YELLOW	76	75	•		•	•	
		BLACK MINK, Metallic	80	75	•		•		
		BUTTERNUT BEIGE, Metallic (Medium)	77	78	•		•		
		FROST WHITE	72	78	•		•		
		BUTTERNUT BEIGE, Metallic (Medium)	77	78	•		•		
		BLACK MINK, Metallic	80	78	•		•		

*Wheel color matches body color on Canadian built cars.

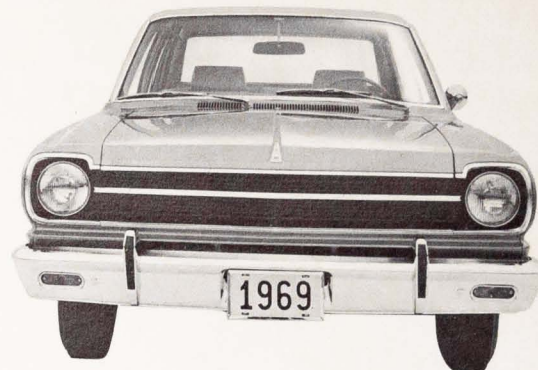
†Letter codes identify fabric with seat type.

11 SOLID COLORS—STANDARD

RAMBLER 440 4-DOOR SEDAN (6905-5) Optional 2-Tone



RAMBLER 440 4-DOOR STATION WAGON (6908-5) Optional 2-Tone



RAMBLER 440

**STANDARD CLOTH
(Sedan Only)
"BRIGADIER" PATTERN
with Vinyl Bolsters**



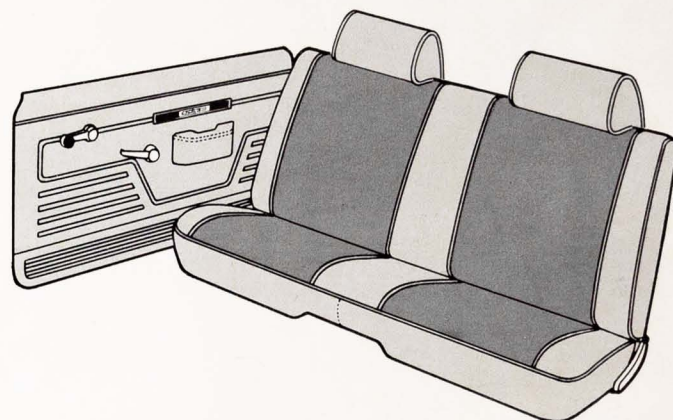
941-A or 941-C
CHARCOAL



943-A or 943-C
BLUE



944-A or 944-C
GREEN



Bench Seat

**OPTIONAL VINYL
(Standard on Wagon)
"BASKET-WEAVE" PATTERN**



941-B or 941-D
CHARCOAL



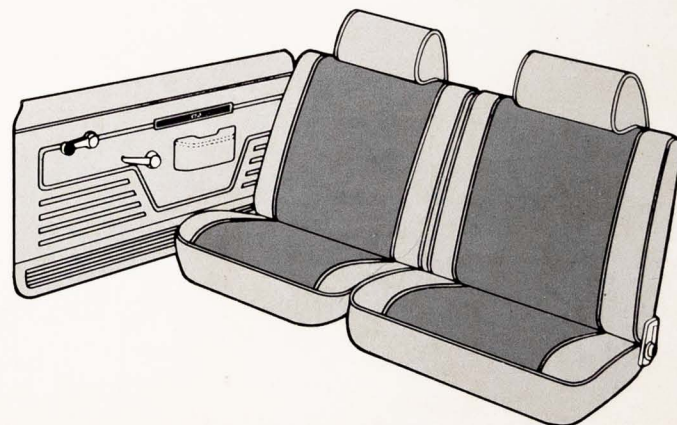
943-B or 943-D
BLUE



944-B or 944-D
GREEN
(Wagon Only)



945-B or 945-D
RED
(Sedan Only)



**Optional Individually
Adjustable Reclining Seat**

On certain models, some of the above colors, in either cloth or vinyl, may be available only with optional seats. See the chart on the preceding page, for this information and for the explanation of the above alphabetical code.

1969 RAMBLER ROGUE SEAT, TRIM AND COLOR AVAILABILITY		SERIES		"ROGUE"							
		TRIM		CLOTH (STD.) "BRIGADIER"				VINYL (OPT.) "BASKETWEAVE"			
		TRIM COLOR		CHARCOAL	BLUE	GREEN	RED	CHARCOAL	BLUE	RED	
MODELS	SEAT TYPES AVAILABLE	"T" CODES		941	943	944	945	941	943	945	
2 DOOR HARDTOP "ROGUE"	BENCH CUSHION—NON-RECLINING BACK (STD.)	†		A	A	A	A	B	B	B	
	INDIVIDUAL CUSHION—INDIVIDUAL RECLINING BACK (OPT.)	C		C	C	C	C	D	D	D	
EXTERIOR COLORS		BODY COLOR	WHEEL COLOR								
11 SOLID COLORS— STANDARD	MATADOR RED	39	39	•			•	•			•
	ASCOT GRAY, (Light)	62	80	•	•		•	•	•		•
	CASTILLIAN GRAY, Metallic, (Medium)	63	80	•	•		•	•			•
	BEALE ST. BLUE, Metallic (Medium)	64	65	•	•			•	•		
	REGATTA BLUE, Metallic (Dark)	65	65	•	•			•			
	ALAMOSA AQUA, Metallic (Medium)	68	68	•				•			
	SURF GREEN, Metallic (Medium)	70	71	•		•		•			
	FROST WHITE	72	80	•	•		•	•	•		•
	POMPEII YELLOW	76	75	•		•		•			
	BUTTERNUT BEIGE, Metallic (Medium)	77	78	•				•			
	BLACK MINK, Metallic	80	80	•	•	•		•	•		•
16 REVERSIBLE TWO-TONES E.C. OPTION	ASCOT GRAY (Light)	62	80	•	•		•	•	•		•
	CASTILLIAN GRAY, Metallic (Medium)	63	80	•	•			•			•
	BEALE ST. BLUE, Metallic (Medium)	64	65	•	•			•	•		
	REGATTA BLUE, Metallic (Dark)	65	65	•	•			•			
	FROST WHITE	80	80	•	•	•	•	•	•		•
	BLACK MINK, Metallic	72	80	•	•		•	•	•		•
	MATADOR RED	39	39	•			•	•			•
	BLACK MINK, Metallic	80	80	•	•		•	•	•		•
	ASCOT GRAY (Light)	62	80	•	•		•	•			•
	BLACK MINK, Metallic	80	80	•	•		•	•	•		•
	CASTILLIAN GRAY, Metallic (Medium)	63	80	•	•		•	•	•		•
16 NON-REVERSIBLE TWO-TONES EXTRA COST OPTION	FROST WHITE	72	80	•	•		•	•	•		•
	CASTILLIAN GRAY, Metallic (Medium)	63	80	•	•		•	•	•		•
	BLACK MINK, Metallic	80	80	•	•		•	•	•		•
	BEALE ST. BLUE, Metallic (Medium)	64	65	•	•			•	•		
	FROST WHITE	72	80	•	•		•	•	•		•
	BEALE ST. BLUE, Metallic (Medium)	64	65	•	•			•	•		
	BLACK MINK, Metallic	80	65	•	•			•	•		
	REGATTA BLUE, Metallic (Dark)	65	65	•	•			•	•		
	ASCOT GRAY (Light)	62	65	•	•			•	•		
	REGATTA BLUE, Metallic (Dark)	65	65	•	•			•	•		
	BLACK MINK, Metallic	80	65	•	•			•	•		
	ALAMOSA AQUA, Metallic (Medium)	68	68	•				•			
	FROST WHITE	72	68	•				•			
	ALAMOSA AQUA, Metallic (Medium)	68	68	•				•			
	BLACK MINK, Metallic	80	68	•				•			
	SURF GREEN, Metallic (Medium)	70	71	•		•		•			
	FROST WHITE	72	71	•				•			
	SURF GREEN, Metallic (Medium)	70	71	•		•		•			
	BLACK MINK, Metallic	80	71	•				•			
	POMPEII YELLOW	76	75	•		•		•			
	FROST WHITE	72	75	•				•			
	POMPEII YELLOW	76	75	•		•		•			
	BLACK MINK, Metallic	80	75	•				•			
	BUTTERNUT BEIGE, Metallic (Medium)	77	78	•				•			
	FROST WHITE	72	78	•				•			
	BUTTERNUT BEIGE, Metallic (Medium)	77	78	•				•			
	BLACK MINK, Metallic	80	78	•				•			

Available with "Levant" grain vinyl roof in White or Black.

†Letter codes identify fabric with seat type.

**RAMBLER ROGUE
2-DOOR HARDTOP
(6909-7)**



Optional Vinyl Covered Roof or 2-Tone



RAMBLER ROGUE

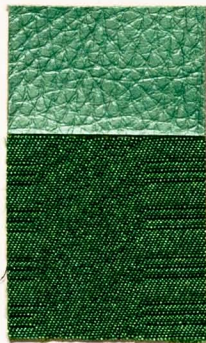
**STANDARD CLOTH
"BRIGADIER" PATTERN
with Vinyl Bolsters**



941-A or 941-C
CHARCOAL



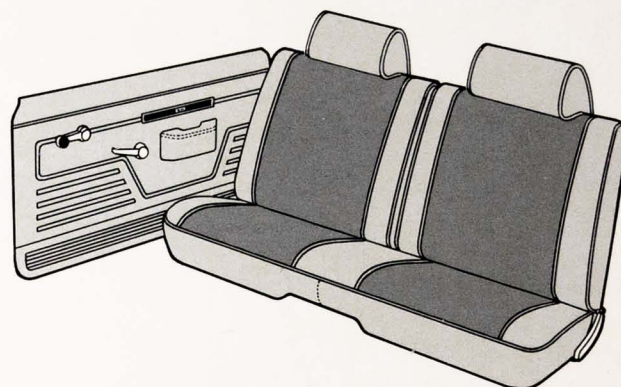
943-A or 943-C
BLUE



944-A or 944-C
GREEN



945-A or 945-C
RED



Split Bench Seat

**OPTIONAL VINYL
"BASKET-WEAVE" PATTERN**



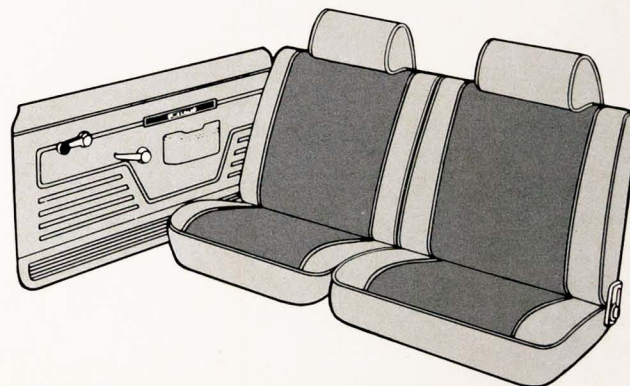
941-B or 941-D
CHARCOAL



943-B or 943-D
BLUE



945-B or 945-D
RED



**Optional Individually
Adjustable Reclining Seat**

On certain models, some of the above colors, in either cloth or vinyl, may be available only with optional seats. See the chart on the preceding page, for this information and for the explanation of the above alphabetical code.

1969 REBEL

SEAT, TRIM AND COLOR AVAILABILITY

1969 REBEL				SERIES		"REBEL"							
				TRIM		CLOTH (Std.) "DORIC"			VINYL (Opt.) (Std. on Wagons) "BASKETWEAVE"				
				TRIM COLORS		BLUE	BROWN	AVOCADO	CHARCOAL	BLUE	BEIGE	AVOCADO	
SEAT, TRIM AND COLOR AVAILABILITY													
MODELS	SEAT TYPES AVAILABLE			"T" CODES	953	956	957	951	953	956	957		
4 DOOR SEDAN	BENCH CUSHION—NON-RECLINING BACK (Std.)			†	A	A	A	B	B				
	INDIVIDUAL CUSHION—INDIVIDUAL RECLINING BACK (Opt.)				C	C	C	D	D	D	D		
4 DOOR ST. WAG.	BENCH CUSHION—NON-RECLINING BACK (Std.)							B	B	B	B		
	INDIVIDUAL CUSHION—INDIVIDUAL RECLINING BACK (Opt.)				C	C	C	D	D	D	D		
2 DOOR HARD- TOP	BENCH CUSHION—NON-RECLINING BACK (Std.)				A	A	A	B	B	B	B		
	INDIVIDUAL CUSHION—INDIVIDUAL RECLINING BACK (Opt.)				C	C	C	D	D	D	D		
EXTERIOR COLORS				BODY COLOR	WHEEL COLOR	OPT. STRIPE							
11 SOLID COLOR—STANDARD	MATADOR RED	39	39	White		•					•		
	ASCOT GRAY, (Light)	62	80	Black	•			•	•	•			
	CASTILLIAN GRAY, Metallic (Medium)	63	80	Black	•			•	•	•			
	BEALE ST. BLUE, Metallic (Medium)	64	65	White	•			•	•	•			
	REGATTA BLUE, Metallic (Dark)	65	65	White	•			•	•	•			
	HUNTER GREEN, Metallic (Dark)	71	71	White		•	•	•		•	•		
	FROST WHITE	72	80	Black	•			•	•	•	•		
	WILLOW GREEN, Metallic (Medium)	75	75	Black		•	•	•		•	•		
	POMPEII YELLOW	76	75	Black			•	•			•		
	BUTTERNUT BEIGE, Metallic (Medium)	77	78	Black		•		•		•			
	BLACK MINK, Metallic	80	80	White	•	•	•	•	•	•	•		
8 REVERSIBLE TWO-TONES E.C. OPTION	ASCOT GRAY, (Light)	62	80	Black	•			•	•				
	CASTILLIAN GRAY, Metallic (Medium)	63	80	Black	•			•	•				
	BEALE ST. BLUE, Metallic (Medium)	64	65	White	•			•	•				
	REGATTA BLUE, Metallic (Dark)	65	65	White	•			•	•				
	WILLOW GREEN, Metallic (Medium)	75	75	Black			•	•			•		
	POMPEII YELLOW	76	75	Black				•			•		
	BLACK MINK, Metallic	80	80	White	•	•	•	•	•	•	•		
	FROST WHITE	72	80	Black	•	•	•	•	•	•	•		
16 NON-REVERSIBLE TWO-TONES EXTRA COST OPTION	MATADOR RED	39	39	White		•		•		•			
	ASCOT GRAY, (Light)	62	80	Black	•			•	•				
	MATADOR RED	39	39	White		•		•		•			
	BLACK MINK, Metallic	80	80	Black	•			•	•				
	ASCOT GRAY, (Light)	62	80	Black	•			•	•				
	BLACK MINK, Metallic	80	80	Black	•			•	•				
	CASTILLIAN GRAY, Metallic (Medium)	63	72	80	Black	•		•	•				
	FROST WHITE	72	80	Black	•			•	•				
	CASTILLIAN GRAY, Metallic (Medium)	63	80	Black	•			•	•				
	BLACK MINK, Metallic	80	80	Black	•			•	•				
	BEALE ST. BLUE, Metallic (Medium)	64	72	65	White	•		•	•				
	FROST WHITE	72	80	Black	•			•	•				
	BEALE ST. BLUE, Metallic (Medium)	64	65	White	•			•	•				
	BLACK MINK, Metallic	80	80	Black	•			•	•				
	REGATTA BLUE, Metallic (Dark)	65	65	White	•			•	•				
	ASCOT GRAY, (Light)	62	80	Black	•			•	•				
	REGATTA BLUE, Metallic (Dark)	65	65	White	•			•	•				
	BLACK MINK, Metallic	80	80	Black	•			•	•				
	HUNTER GREEN, Metallic (Dark)	71	71	White		•	•	•		•	•		
	BLACK MINK, Metallic	80	80	Black	•			•	•				
	WILLOW GREEN, Metallic (Medium)	75	75	Black	•	•	•	•		•	•		
	FROST WHITE	72	80	Black	•			•	•				
	WILLOW GREEN, Metallic (Medium)	75	80	75	Black	•	•	•		•	•		
	BLACK MINK, Metallic	80	80	Black	•			•	•				
	POMPEII YELLOW	76	72	75	Black			•	•		•		
	FROST WHITE	72	80	Black	•			•	•				
	POMPEII YELLOW	76	80	75	Black			•	•		•		
	BLACK MINK, Metallic	80	80	Black	•			•	•				
	BUTTERNUT BEIGE, Metallic (Medium)	77	72	78	Black		•	•		•			
	FROST WHITE	72	80	Black	•			•	•				
	BUTTERNUT BEIGE, Metallic (Medium)	77	72	78	Black		•	•		•			
	BLACK MINK, Metallic	80	80	Black	•			•	•				

*Wheel color matches body color on Canadian built cars.

†Letter codes identify fabric with seat type.



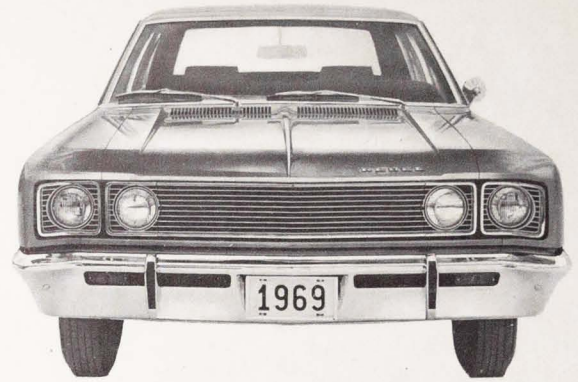
REBEL 4-DOOR SEDAN (6915)
Optional 2-Tone



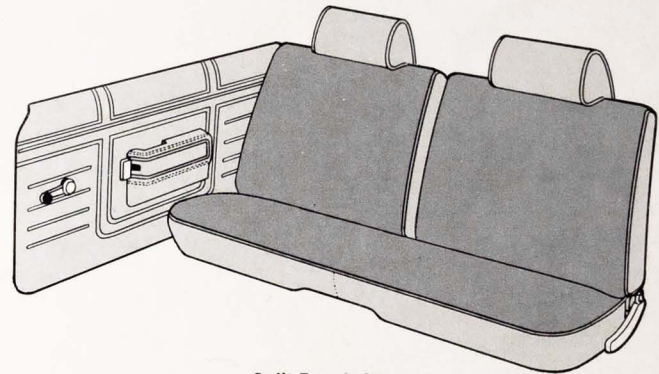
REBEL 4-DOOR STATION WAGON (6918)
Dual Swing Tailgate Standard
Optional 2-Tone



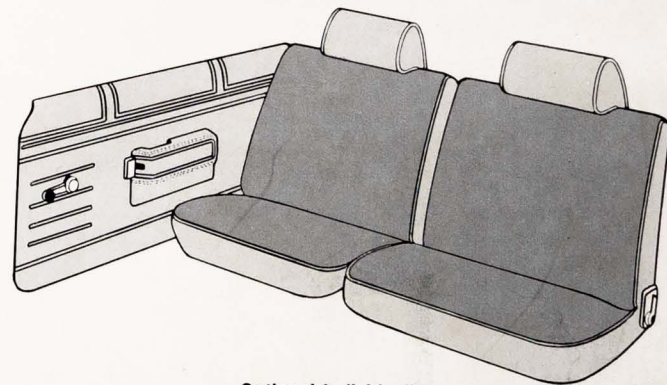
REBEL 2-DOOR HARDTOP (6919)
Optional 2-Tone



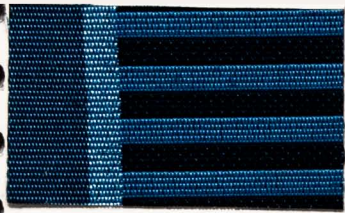
REBEL



Split Bench Seat
(Hardtop Door Trim)

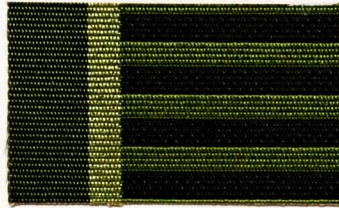


Optional Individually
Adjustable Reclining Seat
(Sedan and Wagon Door Trim)

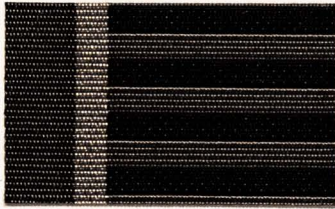


STANDARD CLOTH
"DORIC" PATTERN
with Vinyl Bolsters

953-A or 953-C
BLUE



957-A or 957-C
AVOCADO



956-A or 956-C
BROWN

OPTIONAL VINYL (Standard on Wagon) "BASKET-WEAVE" PATTERN



951-B or 951-D
CHARCOAL



953-B or 953-D
BLUE



956-B or 956-D
BEIGE



957-B or 957-D
AVOCADO

On certain models, some of the above colors, in either cloth or vinyl, may be available only with optional seats. See the chart on the preceding page, for this information and for the explanation of the above alphabetical code.

1969 REBEL SST SEAT, TRIM AND COLOR AVAILABILITY		TRIM TYPE	CLOTH—(Std.) "CLOISTER"				VINYL (Opt.) (Std. on Wagons) "VENTILAIR"					
		TRIM COLORS	PLATINUM	BLUE	BROWN	AVOCADO	PLATINUM	BLUE	RED	BEIGE	AVOCADO	YELLOW
MODELS	SEAT TYPES AVAILABLE	"T" CODES	972	973	976	977	972	973	975	976	977	978
4 DOOR SEDAN	BENCH CUSHION—NON-RECLINING BACK (Std.) INDIVIDUAL CUSHION—INDIVIDUAL RECLINING BACK (Opt.)	†	A	A	A	A	B	D		D	D	
4 DOOR ST. WAG.	BENCH CUSHION—NON-RECLINING BACK (Std.) INDIVIDUAL CUSHION—INDIVIDUAL RECLINING BACK (Opt.)		C	C	C	C	D	D		D	D	
2 DOOR HARD- TOP	BENCH CUSHION—NON-RECLINING BACK (Std.) INDIVIDUAL CUSHION—INDIVIDUAL RECLINING BACK (Opt.) BUCKET SEAT—RECLINING BACK (Opt.)		A	A	A	A	B	B	B	B	B	B
			C	C	C	C	D	D	D	D	D	D
			E	E	E	E	F	F	F	F	F	F
EXTERIOR COLORS		BODY COLOR	WHEEL* COLOR	OPTIONAL "LEVANT" GRAIN VINYL COVERED ROOF BLACK OR WHITE, BLACK, WHITE OR BLUE (Medium)								
14 SOLID COLORS—STANDARD	MATADOR RED	39	39	•			•		•			
	ASCOT GRAY, (Light)	62	80	•	•		•	•	•			
	CASTILLIAN GRAY, Metallic (Medium)	63	80	•	•		•	•	•			
	BEALE ST. BLUE, Metallic (Medium)	64	65	•	•		•	•	•			
	REGATTA BLUE, Metallic (Dark)	65	65	•	•		•	•	•			
	ALAMOSA AQUA, Metallic (Medium)	68	68	•			•					
	HUNTER GREEN, Metallic (Dark)	71	71	•		•	•			•	•	•
	FROST WHITE	72	80	•	•	•	•	•	•	•	•	•
	WILLOW GREEN, Metallic (Medium)	75	75	•	•	•	•			•	•	•
	POMPEII YELLOW	76	75	•		•	•			•	•	•
	BUTTERNUT BEIGE, Metallic (Medium)	77	78	•	•					•		
	CORDOBA BROWN, Metallic (Dark)	78	78	•	•		•			•		
	BITTERSWEET ORANGE, Metallic	79	79	•	•		•			•		
	BLACK MINK, Metallic	80	80	•	•	•	•	•	•	•	•	•
10 TWO-TONE REVERSIBLE E.C. OPTION	ASCOT GRAY, (Light)	62	80	•			•		•			
	CASTILLIAN GRAY, Metallic (Medium)	63	80	•			•		•			
	BEALE ST. BLUE, Metallic (Medium)	64	65	•			•		•			
	REGATTA BLUE, Metallic (Dark)	65	65	•			•		•			
	WILLOW GREEN, Metallic (Medium)	75	75	•		•	•				•	•
	POMPEII YELLOW	76	75	•		•	•				•	•
	BUTTERNUT BEIGE, Metallic (Medium)	77	78	•	•		•			•		
	CORDOBA BROWN, Metallic (Dark)	78	78	•	•		•			•		
23 TWO-TONE NON-REVERSIBLE EXTRA COST OPTION	BLACK MINK, Metallic/FROST WHITE	80 / 72	80	•	•	•	•	•	•	•	•	•
	MATADOR RED/ASCOT GRAY, (Light)	39 / 62	39	•			•		•			
	MATADOR RED/BLACK MINK, Metallic	39 / 80	39	•			•		•			
	ASCOT GRAY, (Light)/BLACK MINK, Metallic	62 / 80	80	•	•		•	•	•			
	CASTILLIAN GRAY, Metallic (Medium)	63	80	•	•		•		•			
	FROST WHITE	72	80	•			•		•			
	CASTILLIAN GRAY, Metallic (Medium)	63	80	•	•		•		•			
	BLACK MINK, Metallic	80	80	•			•		•			
	BEALE ST. BLUE, Metallic (Medium)	64	65	•	•		•		•			
	FROST WHITE	72	80	•			•		•			
	BEALE ST. BLUE, Metallic (Medium)	64	65	•	•		•		•			
	BLACK MINK, Metallic	80	80	•			•		•			
	REGATTA BLUE, Metallic (Dark)	65	65	•	•		•		•			
	ASCOT GRAY, (Light)	62	80	•			•		•			
	REGATTA BLUE, Metallic (Dark)	65	65	•	•		•		•			
	BLACK MINK, Metallic	80	80	•			•		•			
	ALAMOSA AQUA, Metallic (Medium)	68	68	•			•		•			
	FROST WHITE	72	80	•			•		•			
	ALAMOSA AQUA, Metallic (Medium)	68	68	•			•		•			
	BLACK MINK, Metallic	80	80	•			•		•			
	HUNTER GREEN, Metallic (Dark)	71	71	•		•	•			•	•	•
	BLACK MINK, Metallic	80	71	•		•	•			•	•	•
	WILLOW GREEN, Metallic (Medium)/WHITE	75 / 72	75	•		•	•			•	•	•
	WILLOW GREEN, Metallic (Medium)	75	75	•		•	•			•	•	•
	BLACK MINK, Metallic	80	80	•		•	•			•	•	•
	POMPEII YELLOW/FROST WHITE	76 / 72	75	•		•	•			•	•	•
	POMPEII YELLOW/BLACK MINK, Metallic	76 / 80	75	•		•	•			•	•	•
	BUTTERNUT BEIGE, Metallic (Medium)	77	78	•	•		•			•		
	FROST WHITE	72	80	•			•		•			
	BUTTERNUT BEIGE, Metallic (Medium)	77	78	•	•		•			•		
	BLACK MINK, Metallic	80	80	•			•		•			
	CORDOBA BROWN, Metallic (Dark)	78	78	•	•		•			•		
	ASCOT GRAY, (Light)	62	80	•			•		•			
	CORDOBA BROWN, Metallic (Dark)/WHITE	78 / 72	78	•		•	•			•	•	•
	CORDOBA BROWN, Metallic (Dark)	78	78	•		•	•			•	•	•
	BLACK MINK, Metallic	80	80	•		•	•			•	•	•
	BITTERSWEET ORANGE, Metallic/WHITE	79 / 72	79	•		•	•			•	•	•
	BITTERSWEET ORANGE, Metallic	79	79	•		•	•			•	•	•
	BLACK MINK, Metallic	80	79	•		•	•			•	•	•

*Wheel color matches body color on Canadian built cars.

† Letter codes identify fabric with seat type.



REBEL SST 2-DOOR HARDTOP (6919-7)

Optional Vinyl Covered Roof or 2-Tone



REBEL SST 4-DOOR STATION WAGON (6918-7)

Optional 2-Tone

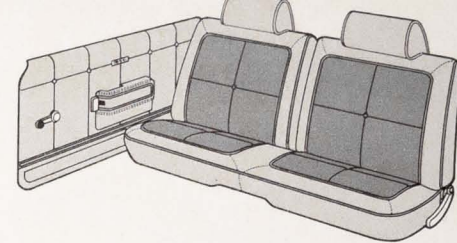


REBEL SST 4-DOOR SEDAN (6915-7)

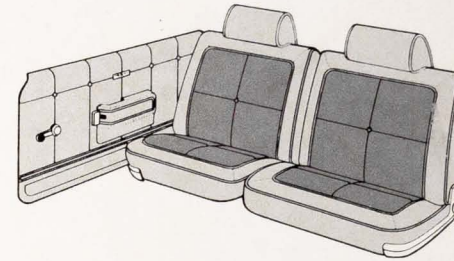
Optional Vinyl Covered Roof or 2-Tone



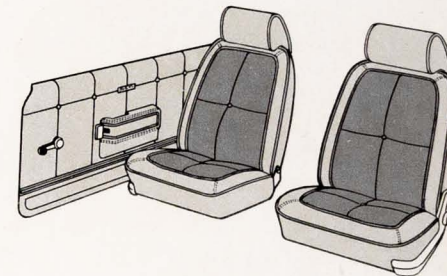
**REBEL
SST**



Split Bench Seat



**Optional Individually
Adjustable Reclining Seat**



**Optional
Reclining Bucket Seats
(Hardtop Only)**

**STANDARD CLOTH
"CLOISTER" PATTERN
with Vinyl Bolsters**



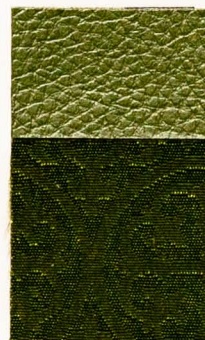
**972-A, 972-Cor 972-E
PLATINUM**



**973-A, 973-Cor 973-E
BLUE**



**976-A or 976-C
BROWN**



**977-A or 977-C
AVOCADO**

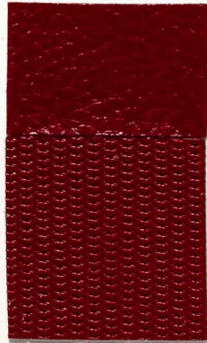
**OPTIONAL VINYL
(Standard on Wagon)
"VENTILAIRE" BREATHABLE
with Solid Vinyl Bolsters**



**972-B, 972-D or 972-F
PLATINUM**



**973-B or 973-D
BLUE**



**975-B, 975-D or 975-F
RED
(Hardtop Only)**



**976-B or 976-D
BEIGE**



**977-B or 977-D
AVOCADO
(Sedan & Wagon Only)**



**979-B, 979-D or 979-F
YELLOW
(Hardtop Only)**

1969 AMBASSADOR					TRIM TYPE	CLOTH (STD.) "CARTHAGE"			VINYL (OPT.) "BASKETWEAVE"			
SEAT, TRIM AND COLOR AVAILABILITY					TRIM COLORS	BLUE	BROWN	AVOCADO	CHARCOAL	BLUE	BEIGE	AVOCADO
MODELS	SEAT TYPES AVAILABLE				"T" CODES	983	986	987	981	983	986	987
4 DOOR SEDAN	BENCH CUSHION—NON-RECLINING BACK (STD.)				†	A	A	A	B			
	INDIVIDUAL CUSHION—INDIVIDUAL RECLINING BACK (OPT.)					C	C	C	D	D	D	D
EXTERIOR COLORS					BODY COLORS	WHEEL COLORS	OPT. STRIPE					
11 SOLID COLORS— STANDARD	MATADOR RED	39	39	WHITE		•		•		•		
	ASCOT GRAY, (Light)	62	80	BLACK		•		•	•			
	CASTILLIAN GRAY, Metallic (Medium)	63	80	BLACK		•		•	•			
	BEALE ST. BLUE, Metallic (Medium)	64	65	WHITE		•		•	•			
	REGATTA BLUE, Metallic (Dark)	65	65	WHITE		•		•	•			
	HUNTER GREEN, Metallic (Dark)	71	71	WHITE		•	•	•		•	•	
	FROST WHITE	72	80	BLACK	•	•	•	•	•	•	•	•
	WILLOW GREEN, Metallic (Medium)	75	75	BLACK		•	•	•		•	•	
	POMPEII YELLOW	76	75	BLACK			•	•				•
	BUTTERNUT BEIGE, Metallic (Medium)	77	78	BLACK		•		•		•		
	BLACK MINK, Metallic	80	80	WHITE	•	•	•	•	•	•	•	•
8 TWO-TONE REVERSIBLE EXTRA COST OPTION	ASCOT GRAY, (Light)	62		BLACK	•			•	•			
	CASTILLIAN GRAY, Metallic (Medium)	63	80	BLACK				•	•			
	BEALE ST. BLUE, Metallic (Medium)	64	65	WHITE	•			•	•			
	REGATTA BLUE, Metallic (Dark)	65										
	WILLOW GREEN, Metallic (Medium)	75	75	BLACK			•	•				•
	POMPEII YELLOW	76										
	BLACK MINK, Metallic	80	80	WHITE	•	•	•	•	•	•	•	•
	FROST WHITE	72		BLACK					•	•		
16 TWO-TONE NON-REVERSIBLE EXTRA COST OPTION	MATADOR RED	39	39	WHITE		•		•		•		
	ASCOT GRAY, (Light)	62				•						
	MATADOR RED	39	39	WHITE		•		•		•		
	BLACK MINK, Metallic	80	39	WHITE			•				•	
	ASCOT GRAY, (Light)	62	80	BLACK	•			•	•			
	BLACK MINK, Metallic	80										
	CASTILLIAN GRAY, Metallic (Medium)	63	80	BLACK	•			•	•			
	FROST WHITE	72										
	CASTILLIAN GRAY, Metallic (Medium)	63	80	BLACK	•			•	•			
	BLACK MINK, Metallic	80										
	BEALE ST. BLUE, Metallic (Medium)	64	65	WHITE	•			•	•			
	FROST WHITE	72										
	BEALE ST. BLUE, Metallic (Medium)	64	65	WHITE	•			•	•			
	BLACK MINK, Metallic	80										
	REGATTA BLUE, Metallic (Dark)	65	65	WHITE	•			•	•			
	ASCOT GRAY, (Light)	62										
	REGATTA BLUE, Metallic (Dark)	65	65	WHITE	•			•	•			
	BLACK MINK, Metallic	80						•	•			
	HUNTER GREEN, Metallic (Dark)	71				•	•	•		•	•	
	BLACK MINK, Metallic	80	71	WHITE		•	•	•		•	•	
	WILLOW GREEN, Metallic (Medium)	75	75	BLACK		•	•	•		•	•	
	FROST WHITE	72										
	WILLOW GREEN, Metallic (Medium)	75	75	BLACK		•	•	•		•	•	
	BLACK MINK, Metallic	80										
	POMPEII YELLOW	76	75	BLACK			•	•				•
	FROST WHITE	72										
	POMPEII YELLOW	76										
	BLACK MINK, Metallic	80	75	BLACK			•	•				•
	BUTTERNUT BEIGE, Metallic (Medium)	77	78	BLACK		•		•		•		
	FROST WHITE	72										
	BUTTERNUT BEIGE, Metallic (Medium)	77	78	BLACK		•		•		•		
	BLACK MINK, Metallic	80				•		•		•		

† Letter codes identify fabric with seat type.

AMBASSADOR 4-DOOR SEDAN (6985-2)

Optional 2-Tone





AMBASSADOR

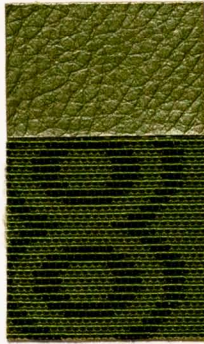
**STANDARD CLOTH
"CARTHAGE" PATTERN
with Vinyl Bolsters**



983-A or 983-C
BLUE



986-A or 986-C
BROWN



987-A or 987-C
AVOCADO

**OPTIONAL VINYL
"BASKET-WEAVE" PATTERN**



981-B or 981-D
CHARCOAL



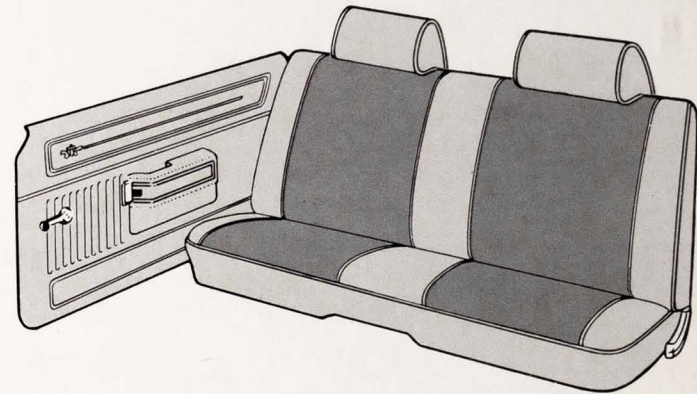
983-D
BLUE



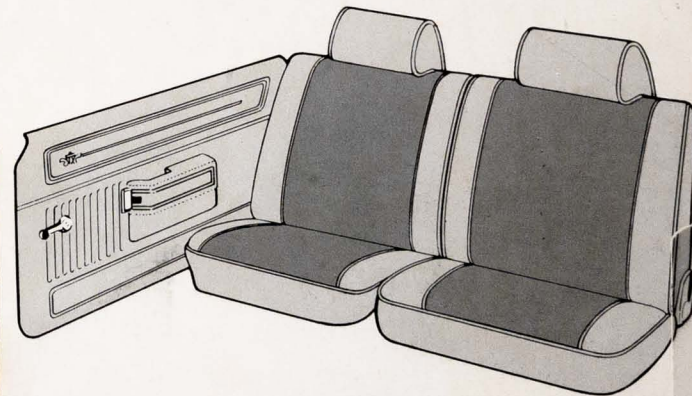
986-D
BEIGE



987-D
AVOCADO



Bench Seat



**Optional Individually
Adjustable Reclining Seat**

On certain models, some of the above colors, in either cloth or vinyl, may be available only with optional seats. See the chart on the preceding page, for this information and for the explanation of the above alphabetical code.

1969

AMBASSADOR DPL

SEAT, TRIM AND COLOR AVAILABILITY

MODELS	SEAT TYPES AVAILABLE	TRIM TYPE	CLOTH (STD.) "TRAFALGAR"				VINYL (OPT.) (STD. ON WAGON) "VENTILAIR"				
			CHARCOAL	BLUE	BROWN	AVOCADO	CHARCOAL	BLUE	RED	BEIGE	AVOCADO
4 DOOR SEDAN	BENCH CUSHION—NON-RECLINING BACK (STD.)	"T" CODES	991	993	996	997	991	993	995	996	997
	INDIVIDUAL CUSHION—INDIVIDUAL RECLINING BACK (OPT.)		A	A	A	A	D	D		D	D
4 DOOR ST. WAG.	BENCH CUSHION—NON-RECLINING BACK (STD.)		C	C	C	C	B	B		B	B
	INDIVIDUAL CUSHION—INDIVIDUAL RECLINING BACK (OPT.)		C	C	C	C	D	D		D	D
2 DOOR HARDTOP	BENCH CUSHION—NON-RECLINING BACK (STD.)		A	A	A	A	B	B	B	B	B
	INDIVIDUAL CUSHION—INDIVIDUAL RECLINING BACK (OPT.)		C	C	C	C	D	D	D	D	D
EXTERIOR COLORS		BODY COLORS	OPT. STRIPE								
14 SOLID COLORS—STANDARD	MATADOR RED	39	WHITE	•			•		•		
	ASCOT GRAY, (Light)	62	BLACK	•	•		•	•	•		
	CASTILLIAN GRAY, Metallic (Medium)	63	BLACK	•	•		•	•	•		
	BEALE ST. BLUE, Metallic (Medium)	64	WHITE	•	•		•	•	•		
	REGATTA BLUE, Metallic (Dark)	65	WHITE	•	•		•	•	•		
	ALAMOSA AQUA, Metallic (Medium)	68	BLACK	•	•		•	•	•		
	HUNTER GREEN, Metallic (Dark)	71	WHITE	•	•	•	•	•	•	•	•
	FROST WHITE	72	BLACK	•	•		•	•	•		
	WILLOW GREEN, Metallic (Medium)	75	BLACK	•	•		•	•	•		
	POMPEII YELLOW	76	BLACK	•	•	•	•	•	•		
	BUTTERNUT BEIGE, Metallic (Medium)	77	BLACK	•	•		•	•	•		
	CORDOBA BROWN, Metallic (Dark)	78	WHITE	•	•		•	•	•		
	BITTERSWEET ORANGE, Metallic	79	BLACK	•	•		•	•	•		
	BLACK MINK, Metallic	80	WHITE	•	•	•	•	•	•	•	•
10 TWO-TONE REVERSIBLE EXTRA COST OPTION	ASCOT GRAY, (Light)	62	BLACK	•	•		•	•	•		
	CASTILLIAN GRAY, Metallic (Medium)	63	BLACK	•	•		•	•	•		
	BEALE ST. BLUE, Metallic (Medium)	64	WHITE	•	•		•	•	•		
	REGATTA BLUE, Metallic (Dark)	65	WHITE	•	•		•	•	•		
	WILLOW GREEN, Metallic (Medium)	75	BLACK	•	•		•	•	•		
	POMPEII YELLOW	76	BLACK	•	•	•	•	•	•		
	BUTTERNUT BEIGE, Metallic (Medium)	77	BLACK	•	•		•	•	•		
	CORDOBA BROWN, Metallic (Dark)	78	WHITE	•	•		•	•	•		
23 TWO-TONE NON-REVERSIBLE EXTRA COST OPTION	BLACK MINK, Metallic / FROST WHITE	80 / 72	WHITE/BLACK	•	•	•	•	•	•	•	•
	MATADOR RED / ASCOT GRAY, (Light)	39 / 62	WHITE	•			•		•		
	MATADOR RED / BLACK MINK, Metallic	39 / 80	WHITE	•			•		•		
	ASCOT GRAY, (Light) / BLACK MINK, Metallic	62 / 80	BLACK	•	•		•	•	•		
	CASTILLIAN GRAY, Metallic (Medium)	63	BLACK	•	•		•	•	•		
	FROST WHITE	72	BLACK	•	•		•	•	•		
	CASTILLIAN GRAY, Metallic (Medium)	63	BLACK	•	•		•	•	•		
	BLACK MINK, Metallic	80	BLACK	•	•		•	•	•		
	BEALE ST. BLUE, Metallic (Medium)	64	WHITE	•	•		•	•	•		
	FROST WHITE	72	WHITE	•	•		•	•	•		
	BEALE ST. BLUE, Metallic (Medium)	64	WHITE	•	•		•	•	•		
	BLACK MINK, Metallic	80	WHITE	•	•		•	•	•		
	REGATTA BLUE, Metallic (Dark)	65	WHITE	•	•		•	•	•		
	ASCOT GRAY, (Light)	62	WHITE	•	•		•	•	•		
	REGATTA BLUE, Metallic (Dark)	65	WHITE	•	•		•	•	•		
	BLACK MINK, Metallic	80	WHITE	•	•		•	•	•		
	ALAMOSA AQUA, Metallic (Medium)	68	BLACK	•	•		•	•	•		
	FROST WHITE	72	BLACK	•	•		•	•	•		
	ALAMOSA AQUA, Metallic (Medium)	68	BLACK	•	•		•	•	•		
	BLACK MINK, Metallic	80	BLACK	•	•		•	•	•		
	HUNTER GREEN, Metallic (Dark)	71	WHITE	•	•	•	•	•	•	•	•
	BLACK MINK, Metallic	80	BLACK	•	•		•	•	•		
	WILLOW GREEN, Metallic (Medium) / WHITE	75 / 72	BLACK	•	•	•	•	•	•	•	•
	WILLOW GREEN, Metallic (Medium)	75	BLACK	•	•		•	•	•		
	BLACK MINK, Metallic	80	BLACK	•	•		•	•	•		
	POMPEII YELLOW / FROST WHITE	76 / 72	BLACK	•	•		•	•	•		
	POMPEII YELLOW / BLACK MINK, Metallic	76 / 80	BLACK	•	•		•	•	•		
	BUTTERNUT BEIGE, Metallic (Medium)	77	BLACK	•	•		•	•	•		
	FROST WHITE	72	BLACK	•	•		•	•	•		
	BUTTERNUT BEIGE, Metallic (Medium)	77	BLACK	•	•		•	•	•		
	BLACK MINK, Metallic	80	BLACK	•	•		•	•	•		
	CORDOBA BROWN, Metallic (Dark)	78	WHITE	•	•		•	•	•		
	ASCOT GRAY, (Light)	62	WHITE	•	•		•	•	•		
	CORDOBA BROWN, Metallic (Dark) / WHITE	78 / 72	WHITE	•	•		•	•	•		
	CORDOBA BROWN, Metallic (Dark)	78	WHITE	•	•		•	•	•		
	BLACK MINK, Metallic	80	WHITE	•	•		•	•	•		
	BITTERSWEET ORANGE, Metallic / WHITE	79 / 72	BLACK	•	•		•	•	•		
	BITTERSWEET ORANGE, Metallic	79	BLACK	•	•		•	•	•		
	BLACK MINK, Metallic	80	BLACK	•	•		•	•	•		

NOTE: DPL 2 Door Hardtop and 4 Door Sedan Vinyl covered roofs.

"Levant Grain" grain vinyl. 1 Black or White. 2 Blue, Black or White 1Littered codes identify fabric with seat type.



AMBASSADOR DPL 4-DOOR SEDAN (6985-5)

Optional Vinyl Covered Roof or 2-Tone



AMBASSADOR DPL 4-DOOR STATION WAGON (6988-5)

Optional 2-Tone



AMBASSADOR DPL 2-DOOR HARDTOP (6989-5)

Optional Vinyl Covered Roof or 2-Tone



AMBASSADOR DPL

**STANDARD CLOTH
"TRAFALGAR" PATTERN
with Vinyl Bolsters**



991-A or 991-C
CHARCOAL



993-A or 993-C
BLUE

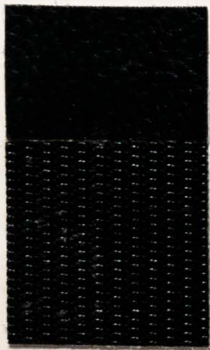


996-A or 996-C
BROWN



997-A or 997-C
AVOCADO

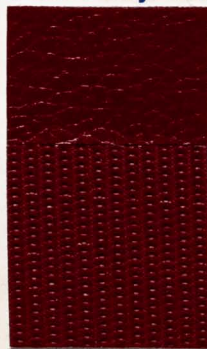
**OPTIONAL VINYL
(Standard on Wagon)
"VENTILAIRE" BREATHABLE
with Solid Vinyl Bolsters**



991-B or 991-D
CHARCOAL



993-B or 993-D
BLUE



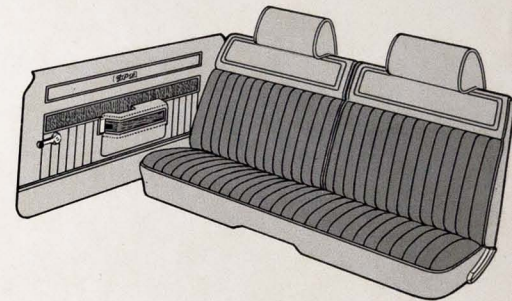
995-B or 995-D
RED
(Hardtop Only)



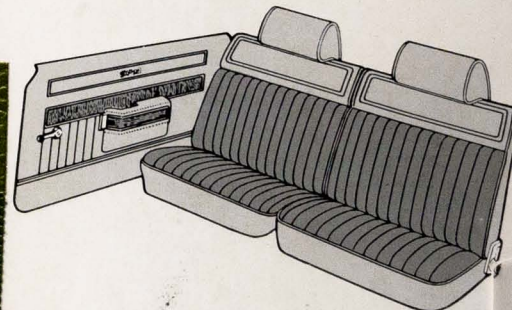
996-B or 996-D
BEIGE



997-B or 997-D
AVOCADO



**Split Bench Seat
(Hardtop Door Trim)**



**Optional Individually
Adjustable Reclining Seat
(Sedan and Wagon Door Trim)**

On certain models, some of the above colors, in either cloth or vinyl, may be available only with optional seats. See the chart on the preceding page, for this information and for the explanation of the above alphabetical code.

1969

AMBASSADOR SST

SEAT, TRIM AND COLOR AVAILABILITY

1969				TRIM TYPE	SST										SST CUST.
AMBASSADOR SST					CLOTH (Std.) "ARAGON"				VINYL (Opt.) (Std. on Wagons) "VENTILAIR"				CLOTH (Opt.) "VEL-OUR"		
SEAT, TRIM AND COLOR AVAILABILITY				TRIM COLORS	PLATINUM	BLUE	BROWN	AVOCADO	CHARCOAL	BLUE	RED	BEIGE	YELLOW	PLATINUM	BLUE
MODELS	SEAT TYPES AVAILABLE			"T" CODES	992	993	996	997	991	993	995	996	999	992	993
4 DOOR SEDAN	INDIVIDUAL CUSHION—INDIVIDUAL RECLINING BACK (Std.)			†	M	M	M	M	N			N		V	V
4 DOOR ST. WAG.	INDIVIDUAL CUSHION—INDIVIDUAL RECLINING BACK (Std.)					M	M	M	N			N			
2 DOOR HARD-TOP	INDIVIDUAL CUSHION—INDIVIDUAL RECLINING BACK (Std.)				M	M	M	M	N	N	N	N	N		
	BUCKET SEAT—RECLINING BACK (Opt.)				E	E	E	E	F	F	F	F	F		
EXTERIOR COLORS				BODY COLORS	OPT. STRIPE										
14 SOLID COLORS—STANDARD	MATADOR RED	39	White	•	•				•	•	•			•	•
	ASCOT GRAY, (Light)	62	Black	•	•	•			•	•	•			•	•
	CASTILLIAN GRAY, Metallic (Medium)	63	Black	•	•				•	•	•			•	•
	BEALE ST. BLUE, Metallic (Medium)	64	White	•	•				•	•	•			•	•
	REGATTA BLUE, Metallic (Dark)	65	White	•	•				•	•	•			•	•
	ALAMOSA AQUA, Metallic (Medium)	68	Black	•	•				•	•	•			•	•
	HUNTER GREEN, Metallic (Dark)	71	White	•	•		•	•				•	•	•	•
	FROST WHITE	72	Black	•	•	•	•		•	•	•		•	•	•
	WILLOW GREEN, Metallic (Medium)	75	Black	•	•		•	•				•	•	•	•
	POMPEII YELLOW	76	Black	•	•			•					•	•	
10 TWO-TONE REVERSIBLE EXTRA COST OPTION	BUTTERNUT BEIGE, Metallic (Medium)	77	Black	•	•		•					•	•		
	CORDOBA BROWN, Metallic (Dark)	78	White	•	•		•					•	•		
	BITTERSWEET ORANGE, Metallic	79	Black	•	•		•					•	•		
	BLACK MINK, Metallic	80	White	•	•	•	•		•	•	•		•	•	•
	ASCOT GRAY, (Light)	62	Black	•	•				•	•	•			•	•
	CASTILLIAN GRAY, Metallic (Medium)	63	Black	•	•				•	•	•			•	•
	BEALE ST. BLUE, Metallic (Medium)	64	White	•	•				•	•	•			•	•
	REGATTA BLUE, Metallic (Dark)	65	White	•	•				•	•	•			•	•
	WILLOW GREEN, Metallic (Medium)	75	Black	•	•				•	•	•			•	•
	POMPEII YELLOW	76	Black	•	•				•	•	•			•	•
23 TWO-TONE NON-REVERSIBLE EXTRA COST OPTION	BUTTERNUT BEIGE, Metallic (Medium)	77	Whit. or Blk.	•	•		•							•	•
	CORDOBA BROWN, Metallic (Dark)	78	Whit. or Blk.	•	•		•							•	•
	BLACK MINK, Metallic/FROST WHITE	80 / 72	Whit. or Blk.	•	•		•							•	•
	MATADOR RED/ASCOT GRAY, (Light)	39 / 62	White	•	•				•	•	•			•	•
	MATADOR RED/BLACK MINK, Metallic	39 / 80	White	•	•				•	•	•			•	•
	ASCOT GRAY, (Light)/BLACK MINK, Metallic	62 / 80	Black	•	•				•	•	•			•	•
	CASTILLIAN GRAY, Metallic (Medium)	63	Black	•	•				•	•	•			•	•
	FROST WHITE	72	Black	•	•				•	•	•			•	•
	CASTILLIAN GRAY, Metallic (Medium)	63	Black	•	•				•	•	•			•	•
	BLACK MINK, Metallic	80	Black	•	•				•	•	•			•	•
	BEALE ST. BLUE, Metallic (Medium)	64	White	•	•				•	•	•			•	•
	FROST WHITE	72	White	•	•				•	•	•			•	•
	BEALE ST. BLUE, Metallic (Medium)	64	White	•	•				•	•	•			•	•
	BLACK MINK, Metallic	80	White	•	•				•	•	•			•	•
	REGATTA BLUE, Metallic (Dark)	65	White	•	•				•	•	•			•	•
	ASCOT GRAY, (Light)	62	White	•	•				•	•	•			•	•
	REGATTA BLUE, Metallic (Dark)	65	White	•	•				•	•	•			•	•
	BLACK MINK, Metallic	80	White	•	•				•	•	•			•	•
	ALAMOSA AQUA, Metallic (Medium)	68	Black	•	•				•	•	•			•	•
	FROST WHITE	72	Black	•	•				•	•	•			•	•
	ALAMOSA AQUA, Metallic (Medium)	68	Black	•	•				•	•	•			•	•
	BLACK MINK, Metallic	80	Black	•	•				•	•	•			•	•
	HUNTER GREEN, Metallic (Dark)	71	White	•	•				•	•	•			•	•
	BLACK MINK, Metallic	80	White	•	•				•	•	•			•	•
	WILLOW GREEN, METALLIC (Medium)/WHITE	75 / 72	Black	•	•				•	•	•			•	•
	WILLOW GREEN, Metallic (Medium)	75	Black	•	•				•	•	•			•	•
	BLACK MINK, Metallic	80	Black	•	•				•	•	•			•	•
	POMPEII YELLOW/FROST WHITE	76 / 72	Black	•	•				•	•	•			•	•
	POMPEII YELLOW/BLACK MINK, Metallic	76 / 80	Black	•	•				•	•	•			•	•
	BUTTERNUT BEIGE, Metallic (Medium)	77	Black	•	•				•	•	•			•	•
	FROST WHITE	72	Black	•	•				•	•	•			•	•
	BUTTERNUT BEIGE, Metallic (Medium)	77	Black	•	•				•	•	•			•	•
	BLACK MINK, Metallic	80	Black	•	•				•	•	•			•	•
	CORDOBA BROWN, Metallic (Dark)	78	White	•	•				•	•	•			•	•
	ASCOT GRAY, (Light)	62	White	•	•				•	•	•			•	•
	CORDOBA BROWN, Metallic (Dark)/WHITE	78 / 72	White	•	•				•	•	•			•	•
	CORDOBA BROWN, Metallic (Dark)	78	White	•	•				•	•	•			•	•
BLACK MINK, Metallic	80	White	•	•				•	•	•			•	•	
BITTERSWEET ORANGE, Metallic/WHITE	79 / 72	Black	•	•				•	•	•			•	•	
BITTERSWEET ORANGE, Metallic	79	Black	•	•				•	•	•			•	•	
BLACK MINK, Metallic	80	Black	•	•				•	•	•			•	•	

NOTE: 2 Door Hardtop and 4 Door Sedan Vinyl covered roofs.

† "Levant Grain" grain vinyl. • Black or White. • Blue, Black or White † Lettered codes identify fabric with seat type.


AMBASSADOR SST 2-DOOR HARDTOP (6989-7)

Optional Vinyl Covered Roof or 2-Tone


AMBASSADOR SST 4-DOOR STATION WAGON (6988-7)

Woodgrained Side and Rear Panelling Standard


AMBASSADOR SST 4-DOOR SEDAN (6985-7)

Optional Vinyl Covered Roof or 2-Tone

AMBASSADOR SST 4-DOOR SEDAN (6985-7)

With Optional Custom Trim

Optional Vinyl Covered Roof or 2-Tone





AMBASSADOR SST

**STANDARD CLOTH
"ARAGON" PATTERN
with Vinyl Bolsters**



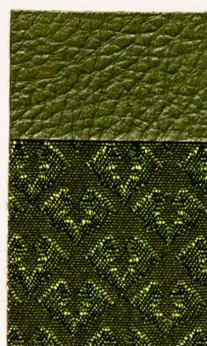
992-M or 992-E
PLATINUM



993-M or 993-E
BLUE



996-M or 996-E
BROWN



997-M or 997-E
AVOCADO

**OPTIONAL VINYL
(Standard on Wagon)
"VENTILAIRE" BREATHABLE
with Solid Vinyl Bolsters**



991-N or 991-F
CHARCOAL



993-N or 993-F
BLUE
(Hardtop Only)



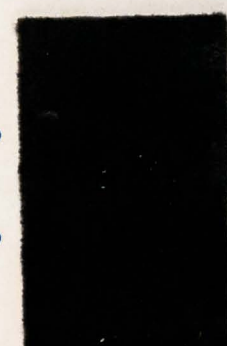
995-N or 995-F
RED
(Hardtop Only)



996-N or 996-F
BEIGE



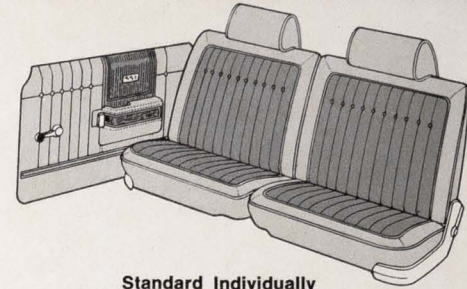
999-N or 999-F
YELLOW
(Hardtop Only)



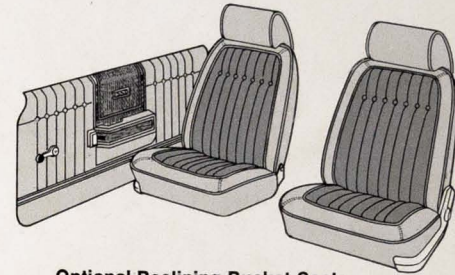
992-V
PLATINUM
(Sedan Only)



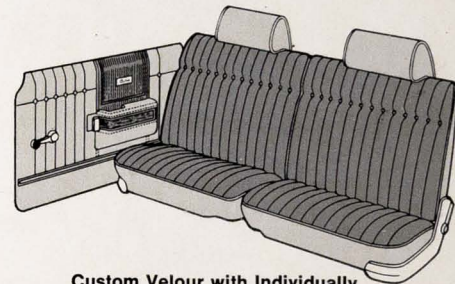
993-V
BLUE
(Sedan Only)



**Standard Individually
Adjustable Reclining Seat
(Sedan and Wagon Door Trim)**



**Optional Reclining Bucket Seats
(Hardtop Only)**



**Custom Velour with Individually
Adjustable Reclining Seat
(Sedan Only)**

VINYL-COVERED ROOFS

*in Black or White with
any of the solid colors for . . .*

RAMBLER
ROGUE HARDTOP



*in Black, White or Blue with
any of the solid colors (Blue usage
listed on charts) for . . .*

JAVELIN and JAVELIN SST
REBEL SST SEDANS and HARDTOPS

AMBASSADOR DPL
and SST SEDANS and HARDTOPS

VINYL-COATED 2-PLY FABRIC



BLACK



WHITE



BLUE

BLACK MINK
Metallic

BITTERSWEET ORANGE

Metallic

79

78

CORDOBA BROWN
Metallic (Dark)

80

79

78

77

BUTTERNUT BEIGE

Metallic (Medium)

80 79 78 77 76

POMPEII YELLOW

80

79

78

77

76

75

WILLOW GREEN
Metallic (Medium)

80

79

78

77

76

75

72

FROST WHITE

80

79

78

77

76

75

72

71

HUNTER GREEN
Metallic (Dark)

80 79 77 76 75 72 71 70

SURF GREEN
Metallic (Medium)

80

79

78

77

76

75

72

71

70

68

ALAMOSA AQUA
Metallic (Medium)

80

79

78

77

76

75

72

71

70

68

65

REGATTA BLUE
Metallic (Dark)

80

79

78

77

76

75

72

71

70

68

65

64

BEALE ST. BLUE
Metallic (Medium)

80

79

78

77

76

75

72

71

70

68

65

64

63

CASTILLIAN GRAY
Metallic (Medium)

80

79

78

77

76

75

72

71

70

68

65

64

63

62

ASCOT GRAY
(Light)

80 79 70 77 76 75 72 71 70 68 65 64 63 62 39

MATADOR RED

73 76 75 72 71 70 68 65 64 63 62 39
MATADOR RED

4

BIG BAD GREEN

BIG BAD ORANGE

BIG BAD BLUE

Accent Color

64 BEALE ST. BLUE

Metallic (Medium)

Major Color

65 REGATTA BLUE

Metallic (Dark)

Code 65-64

(Reversible 64-65)



Accent Color
75 WILLOW GREEN
Metallic (Medium)

Major Color
76 POMPEII YELLOW

Code 76-75
(Reversible 75-76)



Accent Color
77 BUTTERNUT BEIGE
Metallic (Medium)

Major Color
78 CORDOBA BROWN
Metallic (Dark)

Code 78-77

(Reversible 77-78)



Accent Color
80 BLACK MINK
Metallic

Major Color
72 FROST WHITE

Code 72-80

(Reversible 80-72)

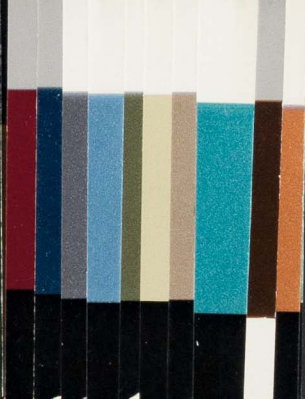


Accent Color
80 BLACK MINK

Code 62-80

Metallic

Major Color
62 ASCOT GRAY
(Light)



Accent Color
80 BLACK MINK
Metallic

Code 71-80

Major Color
71 HUNTER GREEN
Metallic (Dark)



Accent Color
80 BLACK MINK

Metallic

Code 78-80

Major Color
78 CORDOBA BROWN

Metallic (Dark)



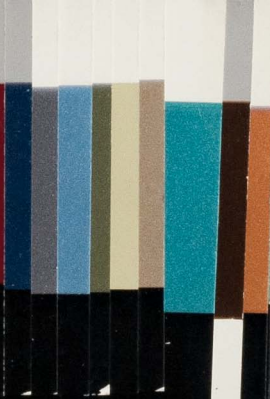
Accent Color
62 ASCOT GRAY
(Light)

Code 39-62

Major Color
39 MATADOR RED

Accent Color
80 BLACK MINK
Metallic

Code 39-80



Accent Color
62 ASCOT GRAY
(Light)

Code 65-62

Major Color
65 REGATTA BLUE
Metallic (Dark)

Accent Color
80 BLACK MINK
Metallic

Code 65-80



Accent Color
72 FROST WHITE

Code 63-72

Major Color
63 CASTILLIAN GRAY
Metallic (Medium)

Accent Color
80 BLACK MINK
Metallic

Code 63-80



Accent Color
72 FROST WHITE

Code 64-72

Major Color
64 BEALE ST. BLUE
Metallic (Medium)

Accent Color
80 BLACK MINK
Metallic

Code 64-80

Accent Color
72 FROST WHITE

Code 75-72

Major Color
75 WILLOW GREEN
Metallic (Medium)

Accent Color
80 BLACK MINK
Metallic

Code 75-80

Accent Color
72 FROST WHITE

Code 76-72

Major Color
76 POMPEII YELLOW

Accent Color
80 BLACK MINK
Metallic

Code 76-80

Accent Color
72 FROST WHITE

Code 77-72

Major Color
77 BUTTERNUT BEIGE
Metallic (Medium)

Accent Color
80 BLACK MINK
Metallic

Code 77-80

Accent Color
72 FROST WHITE

Code 68-72

Major Color
68 ALAMOS A AQUA
Metallic (Medium)

Accent Color
80 BLACK MINK
Metallic

Code 68-80

Accent Color
62 ASCOT GRAY
(Light)

Code 78-62

Major Color
78 CORDOBA BROWN
Metallic (Dark)

Accent Color
72 FROST WHITE

Code 78-72

Accent Color
72 FROST WHITE

Code 79-72

Major Color
79 BITTERSWEET ORANGE
Metallic

Accent Color
80 BLACK MINK
Metallic

Code 79-80

Accent Color
72 FROST WHITE

Code 70-72

Major Color
70 SURF GREEN
Metallic (Medium)

Accent Color
80 BLACK MINK
Metallic

Code 70-80



American Motors . . . Quality built in . . . so the Value stays in